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TOP STORIES

Europe's northern innovators beckon Canada

This special issue looks at trade and investment opportunities with Canada's northern neighbours: Denmark, Finland, Iceland, Norway and Sweden, now commonly referred to as the Nordic countries. The region of 25 million people is linked to Canada by more than just climate and beauty.

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Opportunities abound as Nordic consumers lead phone revolution

Canadian leaders in information and communications technology can find windows of opportunity and world class partners in the Nordic region. The ICT market there is worth some $80 billion a year.

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Nordic energy drills deep and goes green

With well established conventional energy reserves and a reputation for environmental stewardship, the Nordic region is a major source of energy, old and new. And that could mean investment, trade and science and technology opportunities across the region for Canadians.

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Montreal, March 28 – 30, 2007 > Looking for an opportunity to expand your markets, launch new products, meet new buyers and showcase your products internationally? see page 4

Partnering a key to Nordic life sciences

With a wide range of life sciences knowledge and innovation and a steady flow of research in the field, the Nordic region ranks as one of the largest and fastest growing for life sciences in the world. see page 6

Mining opportunities buoyed by high metal prices

Much like Canada, the Nordic region is experiencing a mining boom as the industry reaps the benefits of strong metal prices and high demand for raw materials. As a result, mining opportunities abound for Canadian exporters and investors. see page 8

2007-01852/

Europe's northern innovators beckon Canada

This special issue looks at trade and investment opportunities with Canada's northern neighbours: Denmark, Finland, Iceland, Norway and Sweden, now commonly referred to as the Nordic countries.

The region is linked to Canada by more than just climate and beauty. Canada shares numerous business ties with the region of 25 million people, and a mutual respect for innovation, fair business practices and intellectual property that make it an excellent trading partner.

"Industries in the Nordic countries have relatively small domestic markets so they become international players at an early stage," says Thierry Weissenburger, a senior trade commissioner with the Canadian Embassy in Denmark.

Weissenburger explains that to ensure global competitiveness, businesses in this region tend to put a great deal of importance on innovation, both in resource based sectors as well as in high-technology and science.

"The people of the region are also quality conscious and are very open to new technologies. This part of Northern Europe is often used as a test market by companies, since it can be a gateway to Western Europe, and increasingly, to Central and Eastern Europe too," he says.

Photo: CP Images/Erik Johansen

For the planet's sake: Prime ministers from the five Nordic countries launch a global seed bank on Norway's Svalbard Islands near the Arctic circle in June 2006. The bank is intended to protect the genetic materials of critical world food crops.

Foreign Investors

Similarly, many Nordic companies use Canada as a gateway when expanding into the North American market.

Georges Lemieux, a senior trade commissioner with the Canadian Embassy in Oslo, notes that this region is among Canada's top 10 investors, accounting for $7.3 billion of foreign direct investment into the country.

"Canada has been a favoured investment destination for the Nordic countries across several industrial and service sectors and in all Canadian provinces," says Lemieux. "Canadian embassies and provincial governments continue to actively promote investment to Canada."

This region covers an area equal to the size of Manitoba and Alberta. Gross domestic product (GDP) per capita is higher than the EU average and the region is one of the wealthiest in the world. It is also one of the most innovative parts of Europe, both in terms of money spent on research and development relative to GDP and to the number of patents filed.

For more information on Nordic opportunities, turn to the following pages.

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Opportunities abound as Nordic consumers lead phone revolution

Canadian leaders in information and communications technology can find windows of opportunity and world-class partners in the Nordic region.

The ICT market there is worth some $80 billion a year, split almost evenly between IT and telecoms, says Euan Scott, a trade commissioner with the Canadian Embassy in Sweden. "This is a big market for anyone selling to big business."

One reason is that both corporations and consumers are early adopters of technology, offering good margins and big name references for Canadian suppliers. The market also serves as a good test bed for new products.

Outstanding infrastructure underpins the region's cutting-edge services, Scott says. For example, companies that once embraced electronic data interchange are today major investors in datacom interfaces.

"The region's mature mobile market also makes it ideal for products and other offerings that add value to mobile and fixed broadband services," says Johan Nyman, a trade commissioner with the Canadian Embassy in Helsinki. There is also a trend toward mobile and fixed broadband convergence, driven by massive restructuring.

With broadband services becoming more common at work and home, consumers are getting into more advanced, high-capacity mobile services, says Nyman.

It's your call: the Nordic telecommunications industry is opening up and Canadian exporters stand to benefit.

Rapidly evolving environment

The business landscape in the Nordic region is also changing dramatically, creating new opportunities for Canadians. Telecom monopolies are competing across borders, and Internet and fibre optic networks are being bought up by major operators looking to dominate the interactive multimedia market that may one day displace traditional broadcast media.

The biggest Nordic operators are also deploying their solutions in operations in continental Europe and high-growth Russia and Eurasia. Deregulation in the telecom sector has also created numerous small operators, who have come from other fields such as cable TV and the utilities.

Moreover, Scott says that the region's high tax environment creates a powerful demand for efficiency yielding IT solutions in areas from engineering and the automotive sector to consumer services. "With electronic commerce and banking becoming increasingly popular, transaction security solutions are doing well here."

But sophisticated demand produces tough domestic competition, Scott says, and industry giants like Ericsson and Nokia are rich hunting grounds for many Canadian players. System integrators are numerous and specialized according to sector, offering good partnerships with corporate customers in the region and elsewhere. There are Nordic multinational companies—often market leaders—in every global sector, and they operate worldwide.

The public sector is a big player in the region and is also under pressure to achieve efficiency through interactive communication and transaction solutions, Scott says. Nationalistic preferences are not strong; public sector purchasers will go for the best deal, but only with framework approval from national procurement agencies.

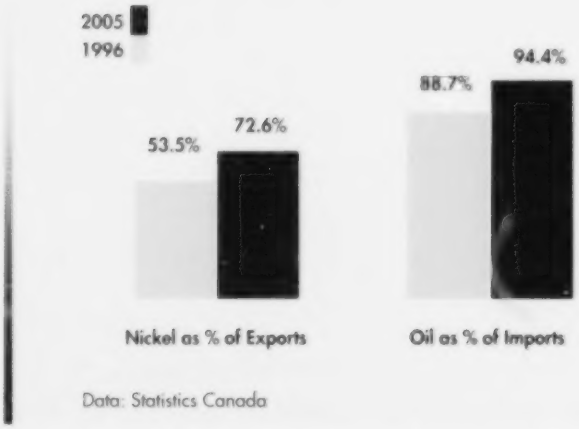
But Scott warns that Canadian suppliers need local representation in selling to all areas of the market. That's where Canada's Trade Commissioner Service can help make the necessary introductions. If it's too early to establish a physical presence in the region, Scott advises it's important to have at least a distributor or reseller, or a regional office elsewhere in Europe.

For more information, contact Euan Scott, Canadian Embassy in Sweden, email: **euan.scott@international.gc.ca**, or Johan Nyman, Canadian Embassy in Finland, email: **johan.nyman@international.gc.ca**, or Alanna Zulkifli, Canadian Embassy in Norway, email: **alanna.zulkifli@international.gc.ca**.

Nickel and oil key to merchandise trade with Norway

Canada's trade with the Nordic countries has been growing, in large part due to trade with Norway. Over the past ten years, Canada's exports to Norway increased to $1.6 billion, up from $848 million in 1996; imports from Norway have doubled, reaching $6.1 billion in 2005. Norway represented 54.1% of imports from, and 54.5% of exports to, the Nordic countries in 2005. While opportunities abound in S&T, investment and other trade areas, trade with Norway is dominated by two commodities: 94.4% of Canada's Norwegian imports are of oil, and 72.6% of Canada's exports to Norway are of nickel. The nickel exported is almost entirely nickel matte, which is sent to Norway for refining. Trade with the rest of the Nordic countries is more diverse, with vehicles, machinery and electrical machinery featuring as prominent exports, and imports topped by energy, machinery and pharmaceutical products.

MAIN GOODS IN CANADA'S TRADE WITH NORWAY



Provided by Foreign Affairs and International Trade Canada's Office of the Chief Economist, www.international.gc.ca/eet.

SIAL Montreal 2007

Montreal, March 28-30, 2007 > Looking for an opportunity to expand your markets, launch new products, meet new buyers and showcase your products internationally? Then don't miss **SIAL Montreal 2007**, the leading North American trade show for agri-food professionals.

Government of Canada Services Pavilion

The Government of Canada will be on-site at SIAL Montreal 2007 at the Government of Canada Services Pavilion to promote its programs and services in the agriculture and agri-food industries to Canadian companies and international visitors. Whether it's a question about food safety or quality, customs regulations, importing and exporting, market development, financing or investment, government representatives will be available at the Canadian pavilion to help companies in their business pursuits.

Export Café

Would you like to find out more about trends in international trade? Are you looking for financial solutions for your business? Would you like to set up a meeting with Canadian trade commissioners posted around the world to discuss export opportunities for your products? If so, we invite you to attend the Export Café on the morning of March 28, before the official opening of the SIAL exhibition.

The Export Café is a networking and information initiative for Canadian companies. If you would like to register or to find out more about this initiative, send an email to **infocafeexport@agr.gc.ca**.

New this year

The first Canadian Agri-Food Gala at Sial Montreal will be held at the Palais des Congrès de Montréal the evening of March 28 and five awards will be unveiled. For more information, go to: **www.sialmontreal.com/groupexportgala.ch2**.

For more information on SIAL Montreal 2007, go to **www.sialmontreal.com**.
For more information on the Canadian Trade Commissioner Service, go to **www.infoexport.gc.ca**.

Nordic energy drills deep and goes green

With well established conventional energy reserves and a reputation for environmental stewardship, the Nordic region is a major source of energy old and new. And that could mean investment, trade and science and technology opportunities across the region for Canadians.

Rich offshore oil and gas reserves make Norway the world's eighth-largest oil and gas producer. With 25% of undiscovered reserves in Arctic areas and exploration moving farther and farther north in the Barents Sea and Greenland, Canadian expertise in cold climates and ice management offers new business opportunities with Nordic countries.

In fact, Canadian presence in the region is nothing new. Petro Canada and Talisman Energy are active on the Norwegian Continental Shelf, with Nexen Inc. pre-qualified as an operator and EnCana active in Greenland.

But opportunities also exist for safe oil extraction technologies that protect the environment. Production in the Barents Sea is carried out with zero discharge into the water, and the flaring of gas during production stopped years ago.

Technology is also helping producers to deal with the challenge of operating extensive oil fields near fisheries and tourism. Sub-sea production involves no surface installations, so that fishing by trawler fleets is not disrupted.

Emphasis on renewable resources

Opportunities for Canadian exporters in traditional energy sectors like oil and gas are plentiful, but trade commissioners say that the future of the Nordic energy market lies in green technologies.

"Green energy in the region, usually associated with hydroelectric and wind power, is becoming more diversified," says John Winterbourne, trade commissioner with the Canadian Embassy in Oslo, "and ambitious targets for alternative energy have been set."

Denmark's excellence in energy efficiency is remarkable; over the past 25 years, Denmark's economy has grown by more than 50% without an increase in energy consumption.

Sweden has a goal to be oil independent by 2020, while 26% of Finland's energy is supplied from renewable sources. Sweden is already seen as a pioneer in bio-energy and, along with Finland and Denmark, has a well developed market and supplier base for wood pellets, waste to energy and biofuels. SAAB and Volvo have introduced bi-fuel and multi-fuel vehicles, and the use of ethanol and biogas as fuels is increasing. Combined heat and power plants and district heating systems are being built throughout the Nordic countries.

"Overall, the region has had an outstanding record of accomplishment in energy saving and conservation, with leading edge solutions throughout a range of sectors from construction and industrial equipment and biotechnology," says Winterbourne.

Energy markets ever changing

Winterbourne says the deregulation of energy markets has played an important role in changing the dynamics of this sector.

The formation of Nordpool in 1993 (Nordic Power Exchange)—the world's only multinational exchange for trading electric power—has led to the need to increase energy generation and look to new forms of energy.

"Price fluctuations have also made consumers more aware of energy saving and alternative domestic heating systems. The introduction of carbon dioxide taxes and green certificates are also being used to increase the focus on clean energy," says the trade commissioner. see page 7 – Nordic energy

Ambitious targets have been set for alternative energy in the Nordic region and that means the future will be green, says one trade commissioner.

Partnering a key to Nordic life sciences

With a wide range of scientific knowledge and innovation, as well as a steady flow of funds for research, the Nordic region ranks as one of the world's largest and fastest growing areas for life sciences. Partnering is a sure way for Canadian exporters to gain a foothold and profit from this dynamic sector.

"The depth and breadth in life sciences is great," says David Horup, a trade commissioner with the Canadian Embassy in Denmark.

From leading universities and hospitals to the presence of major pharmaceutical and biotechnology companies, Horup says the sector's foundation throughout the region is solid.

"It's a big strength," says Horup, adding that there is especially a lot of potential for Canadian researchers and small biotechnology companies to collaborate with Nordic companies.

While there is some potential for Canadian health life sciences companies to export to the region, Horup says most opportunities involve partnering with the Nordic pharmaceutical and biotechnology industry.

Opportunities to partner with pharmaceutical and biotechnology companies include either commercial partnering, such as the licensing of technology, or partnering in research and development and outsourcing. Several Nordic life sciences research institutions, universities and government health agencies already have collaborative agreements with Canadian institutions, for example in genomics. Many Nordic companies also have sales and research operations in Canada. "There's a nice complementarity," he says.

Large public investment

The Medicon Valley in the greater Copenhagen and Southern Sweden region is the third-largest life science cluster in Europe. The region's health research institutes and universities, like Sweden's Karolinska Institute and Lund University, are world leaders in life sciences. Like many such institutions, they tend to benefit from being clustered in centres with industry. Their success may also have to do with the high level of government investment in research and development.

Seppo Vihersaari, a trade commissioner with the Canadian Embassy in Finland, says that the Nordic countries spend more than most other countries on R&D, much of it in the field of health life sciences. "Sweden and Finland spend the most overall, about 3.5% of their gross domestic product," says Vihersaari.

The region boasts some 350 biotech companies, the highest number of companies in Europe. Biotech companies there benefit from substantial private and public sector financing. Indeed, many of the established Nordic pharmaceutical companies tend to invest in the region's biotech start ups through seed and venture capital funds. Some of the major pharmaceutical companies include AstraZeneca, Orion Pharma, Novo Nordisk and Lundbeck.

The medical devices industry is also an important part of the Nordic health life sciences sector, with the major focus on plastic disposables, diagnostics and high-end medical electronics. For example, 30% of the world's hearing aids are developed and manufactured there.

Beyond biotech and pharmaceuticals

But life science opportunities go beyond just those in biotech and pharmaceuticals. There has also been strong growth in agri-food and marine biotechnology. "There are some excellent partnering opportunities in these sectors too," notes Horup.

Food production is one of the most significant industries in the region. For example, functional food—food that is enhanced to treat disease or promote health—is the fastest growing segment of the industry, with growth rates of 15 to 20%. In 2003, the

see page 7 – Partnering a key

Nordic energy goes green – continued from page 5

In fact, the Norwegian government has announced a $4 billion fund for clean energy projects, and has introduced incentives for pellet heaters in response to record electricity prices.

Finding new power

While many new forms of energy are common across the region, some remain unique to certain countries, like Iceland's geothermal power and Finland's nuclear program. Sweden is pursuing a policy of closing nuclear production and Norway has only research facilities for nuclear power.

Wind energy is being developed at a steady pace in many Nordic countries. Denmark is the world leader in the sector, and has supplied wind turbines to many projects in Europe. As research progresses and concerns of land usage gain momentum, new options are being looked at.

One option involves installing wind turbines on oil rigs, essentially creating floating wind farms that are tethered to the seabed. Tidal power projects are also being developed across the region and osmotic power—the harnessing of energy released when fresh and salt water mix—has been introduced by Norway's Statkraft, the largest producer of power in the Nordic region and the second-largest producer of renewable energy in Europe.

Hydrogen also offers attractive, emission-free energy for the transportation sector. The newly formed Scandinavian Hydrogen Highway Partnership, which comprises HyNor (Norway), Hydrogen Link (Denmark) and HyFuture (Sweden), recently had its inaugural meeting. A hydrogen road planned for 2012 has many similarities to Canada's Hydrogen Highway.

Partners in energy

Research institutes in the Nordic region are also forging links with Canadian partners, and industry partnerships are also being established across the Atlantic in areas such as fuel cells, hydrogen production, hydrogen storage and control systems.

Statkraft's cooperation with Hydrogenics, a leading developer of clean energy solutions, is an example of Nordic Canada links.

Three hydrogen fuel cell buses made by Ballard continue to operate in Reykjavik, and Iceland plans to introduce hydrogen-fuelled passenger vehicles as well as explore marine applications for the technology.

Winterbourne says that Norway has been a source of capital for Canadian energy companies, with three of them listing on the Oslo Stock Exchange in the last year. "It's bringing a new dimension to the energy relationship," he adds.

For more information, contact John Winterbourne, Canadian Embassy in Oslo, email: **john.winterbourne@international.gc.ca**.

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Partnering a key to life sciences

– continued from page 6

global market for functional food was worth over $100 billion and is expected to double by 2010.

The trade commissioner says that Nordic companies have been particularly successful in developing new products within the dairy, non-dairy and cereals sectors. The Öresund area, which comprises southern Sweden and Greater Copenhagen, is a major cluster for functional food research.

In addition to a strong research base in nutraceuticals, nutrigenomics and nanotechnology related to food, opportunities are plentiful in the region's food processing industry, which is often used as a test market for new products.

Canadian exporters may also wish to look to the region's agricultural biotechnology sector for opportunities. The same is true for marine biotechnology. "The region is a global leader, particularly in aquaculture and fish breeding," he says. There is already a good deal of collaboration with Canada, says Horup, such as a Canadian led project to map the genome of the Atlantic salmon.

But there are a number of challenges facing Northern Europe's agri food and fish industry, including new mandatory safety and quality regulations, international trade liberalization, globalization and changing consumer demands.

However, Horup points out that these challenges are being met with innovation and new technologies coming from many companies and institutions across the sector, good news for Canadian exporters looking to find that all-important partner.

For more information, contact David Horup, Canadian Embassy in Denmark, email: **david.horup@international.gc.ca**, or Seppo Vihersaari, Canadian Embassy in Finland, email: **seppo.vihersaari@international.gc.ca**.

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Mining opportunities buoyed by high metal prices

Much like Canada, the Nordic region is experiencing a mining boom as the industry reaps the benefits of strong metal prices and high demand for raw materials. As a result, mining opportunities abound for Canadians exporters and investors.

"The industry here is at the forefront of technological changes to improve automation and productivity..."

"The industry here is at the forefront of technological changes to improve automation and productivity while reducing costs at a time when mines are being excavated deeper and under conditions previously thought to be impossible or uneconomic," says Seppo Vihersaari, a trade commissioner with the Canadian Embassy in Finland.

At the same time, potential for opening new mines from the Fennoscandian Shield (in Norway, Sweden and Finland) to Greenland, which has excellent infrastructure and an environmentally conscious mining tradition, has encouraged renewed exploration.

For 2006, it is estimated that over $125 million will be spent on mineral exploration in the Nordic countries, some 80% of the total spent in Europe (excluding Russia).

For more information, contact Seppo Vihersaari, Canadian Embassy in Finland, email: **seppo.vihersaari@international.gc.ca**.

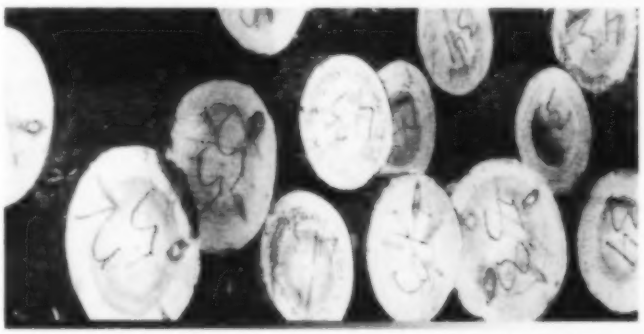
Forestry competitors could be key partners

The forest industry in the Nordic region is a major force in the international market.

"Although the region is often in direct competition with Canadian forest products, the Nordic countries offer niche markets and are powerful partners in research and development cooperation," says Maria Stenberg of the Canadian Embassy in Sweden.

"From a trade policy perspective, when the Nordic countries have concerns voiced within the EU, they are taken very seriously," says Stenberg. "The Nordic countries are therefore allies and advocates of Canadian forestry interests towards the EU. There is also potential for collaboration in the promotion of sustainable forest management practices."

Sweden and Finland alone make up 20% of the world's forest industry exports. The region boasts 62 million hectares of forests which represent 1.6 % of the world's total forest area.



Some 65 % of the forests in the Nordic countries are family-owned, while only about 6% are in Canada. Almost all of the Nordic forests are certified and sustainable forest management is ensured by national forest laws.

For more information, contact Seppo Vihersaari, Canadian Embassy in Finland, email: **seppo.vihersaari@international.gc.ca**, or Maria Stenberg, Canadian Embassy in Sweden, email: **maria.stenberg@international.gc.ca**.

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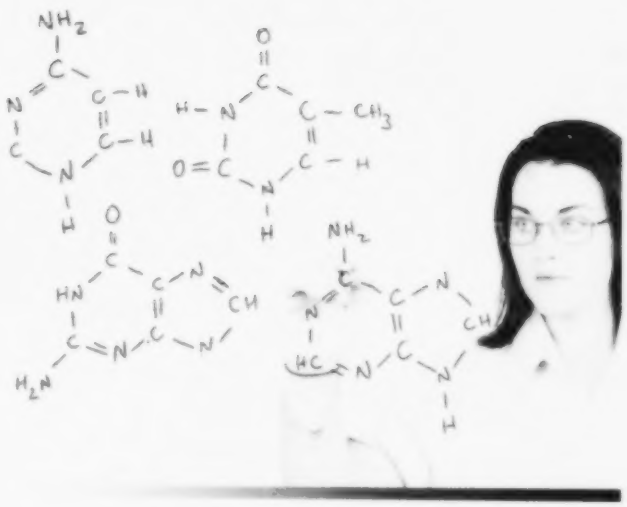
R & D collaboration in the land of Nobel ranks fifth

The Nordic countries boast impressive advances in science and technology fitting for the region of Alfred Nobel and many of his prize laureates.

With a long scientific and engineering tradition and world leading scientific institutions, the region ranks high for innovation and competitiveness. It owes much of its current economic success to investment by the private sector in research and development. But it also owes much to a well educated population quick to adopt new technologies and a capacity to integrate scientific knowledge into new products and processes.

This makes Nordic markets a good test bed for high-tech companies.

The region is also a considerable source of scientific expertise, technology and know how for Canadian companies and scientific institutions. It accounts for some seven percent of Canada's scientific collaborations, making it Canada's fifth scientific partner behind the U.S., U.K., France and Germany.



"The region offers significant science and technology opportunities for Canadian companies and research organizations," says Thierry Weissenburger, a senior trade commissioner with the Canadian Embassy in Copenhagen and regional coordinator for science and technology.

He says the region is quick to adopt new technologies, while high costs in areas such as labour and the small domestic market have pushed Nordic companies to make operations more effective and add value to products.

While the Nordic countries are distinct from one another, they share common values and cultures, geographic space and increasingly common research institutions and coordination, Weissenburger says. The Nordic Council of Ministers in 2004 established the Nordic Innovation Centre, based in Oslo, to develop technology and industrial research in the region.

There are a number of regional networks and technology clusters, mostly anchored around universities and science parks as well. The Medicon Valley cluster in the greater Copenhagen and Southern Sweden bioregion and the Oulu telecom cluster in Northern Finland are two examples. Nordic clusters, including those in non-EU Norway and Iceland, participate in European Research Framework Program networks.

For more information, contact Thierry Weissenburger, Canadian Embassy in Denmark, email: **thierry.weissenburger@international.gc.ca**, and go to **www.infoexport.gc.ca/science/nordics_home-en.htm** or visit the Nordic Innovation Centre at **www.nordicinnovation.net**.

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Aerospace, defence and automotive sectors revving up

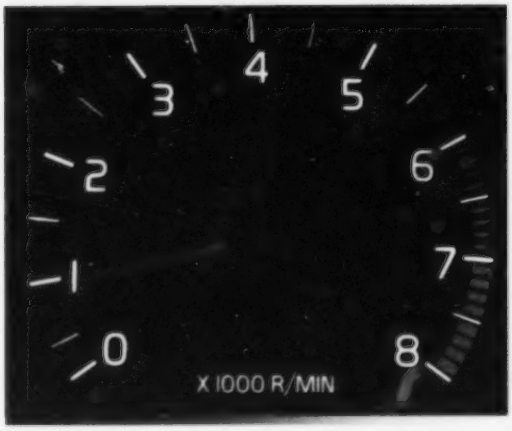
The Nordic market for aerospace, defence and automotive products offers significant procurement opportunities for the Canadian industry.

"Potential for partnership opportunities is great when it comes to international defence projects," says Euan Scott of the Canadian Embassy in Sweden.

Scott says business goes beyond aerospace and defence into the automobile sector as well. With a strong concentration on the west coast of Sweden, the automotive sector is a market of approximately $30 billion.

Supplies are sourced from Asia, European countries and North America. In fact, as much as 80% of some vehicles consist of components provided by external partners and the trend is towards a higher percentage of direct and indirect components.

Procurement opportunities also exist in rail transport. Quebec-based Bombardier has been active in the region, busy with refurbishing components of rail transportation networks.



For more information, contact Euan Scott, Canadian Embassy in Sweden, email: **euan.scott@international.gc.ca**.

Fisheries and aquaculture boast investment and export opportunities

Nordic fjords and the region's coastal waters are among the most productive in the world, making it a formidable fishery and aquaculture region.

"Norway is the largest fisheries nation among the Nordic countries, but Denmark and Iceland also rely heavily on this industry," says Alanna Zulkifli of the Canadian Embassy in Norway. Canada's largest single export line to Denmark, for example, is coldwater shrimp for processing and re-exporting within the EU.

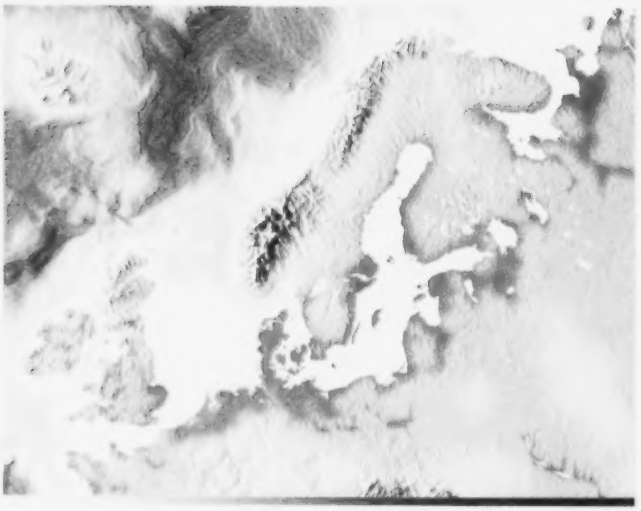
However, aquaculture is increasingly important in the region. Zulkifli says that Norway alone is responsible for 46% of the global production of Atlantic salmon. In Sweden, Denmark and Finland, rainbow trout is the main species of farmed fish.

"All Nordic countries have started farming other species like cod, red snapper, whitefish, eel, blue mussels, oysters and arctic char and can offer a significant source of know-how and technology in this regard," she says.

Nordic companies are also important investors in Canada's fishery and aquaculture industry. Norway's Pan Fish, the world's largest aquaculture company, operates farms in Canada with a few other Norwegian firms, and Royal Greenland owns a state-of-the art shrimp processing plant in Matane, Quebec.

For more information, contact Alanna Zulkifli, Canadian Embassy in Norway, email: **alanna.zulkifli@international.gc.ca**.

Country Statistics for 2005



Denmark

Population: 5,450,661
GDP: $314.7 billion
Ranking in World Economic Forum: 4th
Ranking in Corruption (least to most): 4th
Expenditure on R&D (% of GDP): 2.62%
European Innovation Scoreboard Ranking: 4th
Imports (from Canada): $289.9 million
Exports (to Canada): $1.6 billion
Foreign direct investment in Canada: $609 million
Canadian direct investment in Denmark: $294 million
Memberships: European Economic Area, EU

Iceland

Population: 300,000
GDP: $19.2 billion
Ranking in World Economic Forum: 7th
Ranking in corruption (least to most): 1st
Expenditure on R&D (% of GDP): 2.97%
European innovation scoreboard ranking: 11th
Imports (from Canada): $89.1 million
Exports (to Canada): $55.7 million
Foreign direct investment in Canada: $160 million
Canadian direct investment in Iceland: $1.5 billion
Memberships: European Economic Area

Finland

Population: 5,183,545
GDP: $234.4 billion
Ranking in World Economic Forum: 1st
Ranking in corruption (least to most): 2nd
Expenditure on R&D (% of GDP): 3.48%
European innovation scoreboard ranking: 3rd
Imports (from Canada): $433.2 million
Exports (to Canada): $1.2 billion
Foreign direct investment in Canada: $2.8 billion
Canadian direct investment in Finland: $199 million
Memberships: European Economic Area, EU, Economic and Monetary Union

Norway

Population: 4,610,820
GDP: $358.7 billion
Ranking in World Economic Forum: 9th
Ranking in corruption (least to most): 8th
Expenditure on R&D (% of GDP): 1.75%
European innovation scoreboard ranking: 14th
Imports (from Canada): $1.6 billion
Exports (to Canada): $6.1 billion
Foreign direct investment in Canada: $1.8 billion
Canadian direct investment in Norway: $691 million
Memberships: European Economic Area

Sweden

Population: 9,016,596
GDP: $434.8 billion
Ranking in World Economic Forum: 3rd
Ranking in corruption (least to most): 6th
Expenditure on R&D (% of GDP): 3.98%
European innovation scoreboard ranking: 1st
Imports (from Canada): $462.9 million
Exports (to Canada): $2.3 billion
Foreign direct investment in Canada: $2.2 billion
Canadian direct investment in Sweden: $2.1 billion
Memberships: European Economic Area, EU

TRADE EVENTS

AGRICULTURE, FOOD AND BEVERAGES

Herning, Denmark, November 13-15, 2007 > FoodTech/PharmaTech is Scandinavia's largest food technology show.
Contact: Bernadette Luscombe-Thomsen, Canadian Embassy in Denmark, email:**bernadette.luscombe-thomsen@international.gc.ca**, website: **www.foodtech.dk**.

ARTS & CULTURAL INDUSTRIES

Reykjavik, Iceland, October 17-20, 2007 > Iceland Airwaves 2007 is one of the world's premier showcases for new music, Icelandic and otherwise. Artists including Suede, The Flaming Lips, The Hives and Thievery Corporation have played at this festival.
Contact: Kristbjorg Agustsdottir, Canadian Embassy in Iceland, email: **kristbjorg.agustsdottir@international.gc.ca**, website: **www.icelandairwaves.com**.

BIO-INDUSTRIES

Stockholm, September 24-27, 2007 > Biotech Forum is the leading Nordic fair featuring partnering, workshops, exhibition and seminars for biotechnology and laboratory equipment companies.
Contact: Stephanie Oscarsson, Canadian Embassy in Sweden, email: **stephanie.oscarsson@international.gc.ca**, website: **www.biotechforum.se**.

ENVIRONMENTAL INDUSTRIES

Jyväskylä, Finland, September 3-6, 2007 > BioEnergy 2007 is an international conference and exhibition that focuses on the future of bioenergy, biopower and bio-based modern technology products.
Contact: Seppo Vihersaari, Canadian Embassy in Finland, email: **seppo.vihersaari@international.gc.ca**.

FISH & SEAFOOD PRODUCTS

Trondheim, Norway, August 14-17, 2007 > Aqua Nor is the world's most important fish farming industry event.
Contact: Alanna Zulkifli, Canadian Embassy in Norway, email: **alanna.zulkifli@international.gc.ca**.

Kopavogur, Iceland, October 1-4, 2008 > Fisheries Exhibition is an international exhibition focusing on fisheries and fish technology.
Contact: Kristbjorg Agustsdottir, Canadian Embassy in Iceland, email: **kristbjorg.agustsdottir@international.gc.ca**.

Aalborg, Denmark, October 17-19, 2007 > DanFish 2007 is a major international commercial fishing industry and equipment showcase.
Contact: Bernadette Luscombe Thomsen, Canadian Embassy in Denmark, email: **bernadette.luscombe-thomsen@international.gc.ca**, website: **www.danfish.com**.

ICT

Barcelona, February 13-16, 2007 > All major Nordic telecom companies will attend 3GSM, the world's leading mobile communication conference and exhibition.
Contact: euan.scott@international.gc.ca.

Stockholm, October 10-11, 2007 > The Nordic Telecom Summit is the premier telecom event in the Nordic region and attracts top executives from all major telecom players active in Northern Europe, both service providers and original equipment manufacturers.
Contact: Euan Scott, Canadian Embassy in Sweden, email: **euan.scott@international.gc.ca**.

MINING & MINERALS

Rovaniemi, Finland, November 27-29, 2007 > Fennoscandian Exploration and Mining is one of the largest exploration and mining conferences in Europe.
Contact: Seppo Vihersaari, Canadian Embassy in Finland, email: **seppo.vihersaari@international.gc.ca**, website: **www.lapinliitto.fi/fem2007/index.htm**.

OCEAN TECHNOLOGIES

Oslo, June 12-15, 2007 > Nor Shipping is one of the world's foremost conferences and trade shows for companies operating in the shipping, shipbuilding, ship's gear and maritime technologies industries.
Contact: John Winterbourne, Canadian Embassy in Norway, email: **john.winterbourne@international.gc.ca**, website: **www.messe.no/nor-ship**.

CONTACTS AND LINKS

Foreign Affairs and International Trade Canada: Robyn Devine, Nordics Trade Commissioner, email: **robyn.devine@international.gc.ca**

Canadian Trade Commissioner Service: **www.infoexport.gc.ca**

Team Canada Inc.: **www.exportsource.gc.ca**

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Canadian Embassy in Norway: **oslo-td@international.gc.ca**

Canadian Embassy in Sweden: **stkhm-td@international.gc.ca**

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